



WTIC-TV

## ORDER

Print Date 10/09/12

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Flight Dates 10/23/12-10/29/12

Contract / Revision 386264 - 4

Original Date / Revision  
10/09/12 10/09/12

Advertiser LMcMahon/Republican/ Sen

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave  
Suite 306  
Towson, MD 21286Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product

LINDA MCMAHON 4 SEN

Agency Com 15%

Billing Contact

600 Fairmont Ave  
Suite 306  
Towson, MD 21286

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1322

Alt Order # 06309083

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 03

Advertiser Ref

Order Share 27% Market Value 285481

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	30%	85644
4WVIT	19%	54241
5WTNH	22%	62805
6WCTX	2%	5709
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	69	\$53,703.00	\$63,180.00	0.00	10/01/12	10/28/12	69	\$53,703.00	\$63,180.00
November 2012	14	\$11,815.00	\$13,900.00	0.00	10/29/12	10/29/12	14	\$11,815.00	\$13,900.00
Totals	83	\$65,518.00	\$77,080.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	61	10/23/12	10/23/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- 2 - - - -	:30	2	\$140.00	03	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 2 - - - -					2	\$140.00		0.00			
2	61	10/24/12	10/24/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- - 1 - - -	:30	1	\$140.00	03	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - 1 - - -					1	\$140.00		0.00			
3	61	10/25/12	10/25/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- - - 2 - -	:30	2	\$140.00	03	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - 2 - -					2	\$140.00		0.00			
4	61	10/26/12	10/26/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- - - - 1 -	:30	1	\$140.00	03	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - 1 -					1	\$140.00		0.00			



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Contract / Revision **386264- 4** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1322**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	61	10/23/12	10/26/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- 1111 - -	:30	4	\$75.00	03	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- 1111 - -			4		\$75.00		0.00				
6	61	10/23/12	10/26/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- 2222 - -	:30	8	\$150.00	03	0.00	NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- 2222 - -			8		\$150.00		0.00				
7	61	10/23/12	10/26/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	- 2222 - -	:30	8	\$75.00	03	0.00	NM	8	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- 2222 - -			8		\$75.00		0.00				
E 8	61	10/23/12	10/26/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	- 1111 - -	:30	4	\$300.00	03	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- 1111 - -			4		\$300.00		0.00				
E 9	61	10/23/12	10/26/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- 1111 - -	:30	4	\$400.00	03	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- 1111 - -			4		\$400.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	61	10/22/12-10/28/12		M-F 730p-8p		730p-8p	- TWThF - - - -	:30		<del>(\$400.00)</del>	0.00	NM			
Credited															
E 10	61	10/23/12	10/26/12	M-F News at Ten News at Ten	CM	10p-11p	- 2222 - -	:30	8	\$1,100.00	03	0.00	NM	8	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- 2222 - -			8		\$1,100.00		0.00				
11	61	10/23/12	10/26/12	M-F News at 11pm News at 11pm	CM	11p-1135p	- 1111 - -	:30	4	\$250.00	03	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- 1111 - -			4		\$250.00		0.00				
E 12	61	10/23/12	10/26/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	- 1111 - -	:30	4	\$85.00	03	0.00	NM	4	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- 1111 - -			4		\$85.00		0.00				
13	61	10/23/12	10/28/12	World Series on FOX World Series	CM	730p-11p	- - WT- SS	:30	6	\$5,000.00	03	0.00	NM	6	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - WT- SS			6		\$5,000.00		0.00				
E 15	61	10/27/12	10/27/12	College FB Late Game(F College FB Late Game(F	CM	7p-1030p (7:00 PM-10:30 PM)	- - - - - 3-	:30	3	\$350.00	03	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - - - - 3-			3		\$350.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	61	10/22/12-10/28/12		College FB Late Game(FOX)		7p-1030p	(7:00 PM-10:30 - - - - - Sa - -	:30		<del>(\$350.00)</del>	0.00	NM			
Credited															
2	61	10/22/12-10/28/12		College FB Late Game(FOX)		7p-1030p	(7:00 PM-10:30 - - - - - Sa - -	:30		<del>(\$350.00)</del>	0.00	NM			
Credited															
3	61	10/22/12-10/28/12		College FB Late Game(FOX)		7p-1030p	(7:00 PM-10:30 - - - - - Sa - -	:30		<del>(\$350.00)</del>	0.00	NM			
Credited															
E 16	61	10/27/12	10/27/12		CM	10p-11p	- - - - - 2-	:30	2	\$600.00	03	0.00	NM	2	\$1,200.00



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Contract / Revision **386264- 4** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1322**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				Sa 10p-11p											
				Sa 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----2-					2	\$600.00		0.00			
17	61	10/28/12	10/28/12	NFL on FOX Early	CM	1p-4p	-----3	:30	3	\$2,000.00	03	0.00	NM	3	\$6,000.00
				NFL:Sun 1-4pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----3					3	\$2,000.00		0.00			
18	61	10/28/12	10/28/12	NFL on FOX Late	CM	425p-730p	-----2	:30	2	\$3,500.00	03	0.00	NM	2	\$7,000.00
				Giants:Sun 425p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----2					2	\$3,500.00		0.00			
E 19	61	10/28/12	10/28/12	Su 10p-11p	CM	10p-11p	-----2	:30	2	\$900.00	03	0.00	NM	2	\$1,800.00
				Su 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----2					2	\$900.00		0.00			
E 20	61	10/28/12	10/28/12	Su 11p-1130p	CM	11p-1130p	-----1	:30	1	\$250.00	03	0.00	NM	1	\$250.00
				Sun 11p-1130p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1					1	\$250.00		0.00			
21	61	10/29/12	10/29/12	M-F 6a-7a	CM	6a-7a	1-----	:30	1	\$140.00	03	0.00	NM	1	\$140.00
				M-F 6a-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$140.00		0.00			
22	61	10/29/12	10/29/12	M-F 8a-9a	CM	8a-9a	1-----	:30	1	\$75.00	03	0.00	NM	1	\$75.00
				M-F 8a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$75.00		0.00			
E 23	61	10/29/12	10/29/12	M-F 4p-5pm	CM	4p-5p	2-----	:30	2	\$150.00	03	0.00	NM	2	\$300.00
				M-F 4p-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	2-----					2	\$150.00		0.00			
24	61	10/29/12	10/29/12	M-F 5p-6p	CM	5p-6p	2-----	:30	2	\$75.00	03	0.00	NM	2	\$150.00
				M-F 5p-6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	2-----					2	\$75.00		0.00			
25	61	10/29/12	10/29/12	M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$300.00	03	0.00	NM	1	\$300.00
				M-F 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$300.00		0.00			
26	61	10/29/12	10/29/12	M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
				M-F 730p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$400.00		0.00			
27	61	10/29/12	10/29/12	M-F News at Ten	CM	10p-11p	2-----	:30	2	\$1,100.00	03	0.00	NM	2	\$2,200.00
				News at Ten											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	2-----					2	\$1,100.00		0.00			
28	61	10/29/12	10/29/12	M-F News at 11pm	CM	11p-1135p	1-----	:30	1	\$250.00	03	0.00	NM	1	\$250.00
				News at 11pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$250.00		0.00			



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Contract / Revision      **386264- 4**    Flight Dates **10/23/12-10/29/12**Hiatus DatesOriginal Date / Revision    10/09/12/    10/09/12Order Sep    00:15:00Advertiser    **LMcMahon/Republican/ Sen**    Product **LINDA MCMAHON 4 SEN**    Estimate #    **1322**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
28	61	10/29/12	10/29/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$250.00	03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$250.00		0.00			
29	61	10/29/12	10/29/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	1-----	:30	1	\$85.00	03	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$85.00		0.00			
30	61	10/29/12	10/29/12	World Series on FOX World Series	CM	730p-11p	2-----	:30	2	\$5,000.00	03	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	2-----					2	\$5,000.00		0.00			
E 31	61	10/23/12	10/23/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- 1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 1-----					1	\$400.00		0.00			
N 32	61	10/27/12	10/27/12	College FB Erly Game(FC College FB Erly Game(FC	CM	330p-7p	----- 3-	:30	3	\$350.00	03	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 3-					3	\$350.00		0.00			
Totals														83	\$77,080.00